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UNITED STATES DISTRICT COURT

DISTRICT OF MASSACHUSETTS

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LIFE IS GOOD., INC.,

Plaintiff, Civil Action

vs. No. 04-cv-11290-REK

LG ELECTRONICS, U.S.A., INC.,

LG ELECTRONICS MOBILECOMM

U.S.A., INC., (formerly

LG INFOCOMM U.S.A., INC.),

Defendants.

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VIDEOTAPED DEPOSITION OF JOHN JACOBS, a witness

called by and on behalf of the Defendants, taken

pursuant to the provisions of the Federal Rules of

Civil Procedure, before Dana Welch, a Registered

Professional Reporter and Notary Public in and

for the Commonwealth of Massachusetts, at the

offices of Finnegan, Henderson, Farabow, Garrett

& Danner, LLP, on Friday, October 14, 2005,

commencing at 10:31 a.m.

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1 John to step outside, I'll tell you the problem I 10:45:54
2 have with the question. 10:45:56
3 MR. SOMMERS: No, that's fine. That's 10:45:58
4 fine.
5
6 BY MR. SOMMERS:
7 Q Do you have any specific recollection of who 10:46:00
8 specifically came up with the words "life is good"? 10:46:02
9 A In the history of world? I don't understand the 10:46:02
10 question. 10:46:06
11 Q Your use. 10:46:06
12 A Came up with it? We've actually -- it's kind of 10:46:08
13 vague in my memory whether it was myself or Bert or 10:46:18
14 even Kerrie Gross, who worked with us at that time. 10:46:24
15 Q Well, at the time you came up with it, was it a 10:46:28
16 saying that you were familiar with it? 10:46:32
17 A Yes. 10:46:34
18 Q Okay. And why was that? 10:46:34
19 A Because I'd heard it. I had heard people say it. 10:46:36
20 Yeah. 10:46:40
21 MR. SOMMERS: If I could have marked as 10:47:00
22 Exhibit 27 a September 15, 2005 article. 10:47:02

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1 Q What about other T-shirts that are depicted here, 11:08:58
2 are there any that are -- that don't enjoy large 11:09:18
3 sales or end up in the obscure category that you -- 11:09:24
4 A I'll try to peg one that's -- 11:09:32
5 MR. KIRBY: You looking for another 11:09:34
6 example or two? 11:09:36
7 MR. SOMMERS: Yeah. 11:09:38
8 THE WITNESS: That are not popular or not 11:09:40
9 as popular? 11:09:40
10 BY MR. SOMMERS: 11:09:42
11 Q Right. 11:09:42
12 A I'd say "Rock On" on page 14. Let's see. Mix It 11:09:44
13 Up, page 18. 11:10:18
14 Q Thank you. 11:10:30
15 A Uh-huh. 11:10:30
16 Q If I could refer you to page 15. And I note that 11:10:32
17 the top article of clothing there in the upper 11:10:44
18 right-hand corner it says, "Roll Over." Do you see 11:10:48
19 that? 11:10:52
20 A I see it, yes. 11:10:52
21 Q How do you come up with words to place underneath 11:10:54
22 the drawings? 11:11:02

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1 A I like words. So I think of phrases that might be 11:11:08
2 appealing or funny and that would go along with the 11:11:18
3 graphic or the drawing. 11:11:22
4 Q Are the words you're choosing also choosing to help 11:11:24
5 promote the underlying theme of the products? 11:11:32
6 A Yes. 11:11:36
7 Q So for example, were you involved with use of the 11:11:38
8 words "Reel Time"? 11:12:06
9 A Yes. 11:12:08
10 Q "Downward Dog"? 11:12:10
11 A Yeah. 11:12:12
12 Q "Board Meeting"? 11:12:12
13 A Yeah. 11:12:14
14 Q And what was the reason that you chose those words? 11:12:14
15 A I felt that they would resonate with people and 11:12:20
16 people would get, feel a connection. They'd 11:12:30
17 understand the connection to the product, whether 11:12:36
18 it was humorous or just expressing something 11:12:40
19 positive or whatever the case is. 11:12:44
20 Q Were those -- were those words used with drawings? 11:12:46
21 A "Reel time," "Board Meeting" and -- 11:12:52
22 Q "Downward Dog"? 11:12:58

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1 A Yes. 11:12:58

2 Q And what was "Board Meeting" used with? 11:13:00

3 A That was Jake surfing with Rocket, the dog. 11:13:08

4 Q And what was the purpose of using the word "Board 11:13:12

5 Meeting" there? 11:13:16

6 A Because that generally would be perceived as a very 11:13:16

7 corporate or serious phrase. And we turned it 11:13:24

8 around and made it, to me, it's a humorous use of 11:13:32

9 that phrase because of surfboard. 11:13:36

10 Q Kind of anti-corporate message? 11:13:40

11 MR. KIRBY: Oh, now, I get it, John. 11:13:42

12 THE WITNESS: I don't know about 11:13:46

13 anti-corporate, but a relaxed use of that phrase 11:13:48

14 which is sometimes, most often used in a serious 11:13:52

15 way. 11:13:56

16 BY MR. SOMMERS: 11:13:56

17 Q What about "reel time"? 11:13:56

18 A "Reel time" -- 11:13:58

19 MR. KIRBY: Would you spell that for the 11:14:00

20 reporter. 11:14:02

21 THE WITNESS: Okay. R-E-E-L, "Reel 11:14:04

22 Time." And it was a fishing graphic. And again, I 11:14:06

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1 think people usually used that phrase in a more 11:14:10
2 serious setting and we turned it into a phrase 11:14:12
3 referencing a very relaxed activity. 11:14:16
4 BY MR. SOMMERS: 11:14:20
5 Q And that was used in connection with a fishing 11:14:20
6 graphic? 11:14:26
7 A Yes. 11:14:28
8 Q What about "Downward Dog"? 11:14:28
9 A That is a yoga pose, from what I understand, and 11:14:30
10 our dog -- we have a dog character named Rocket. 11:14:36
11 So we had him doing the "Downward Dog" pose. 11:14:42
12 Q In each of these instances, am I correct that 11:14:48
13 you're using these sayings in connection with some 11:14:56
14 particular graphic to communicate a message to 11:15:02
15 consumers? 11:15:06
16 A Yes. 11:15:06
17 Q Okay. Would that be the case where I -- on page 11:15:08
18 15, where there's this shirt up above, in the 11:15:20
19 right-hand corner that says "Roll Over"? 11:15:24
20 A Would what be the case? What you just asked 11:15:28
21 earlier? 11:15:34
22 Q Right. 11:15:34

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1 face, updated smiley face? 11:23:34
2 A Smiley face stick figure I've heard, yeah; or even 11:23:34
3 just smiley face, yeah, I've heard that. 11:23:42
4 Q If I could turn back to the words "life is good," 11:23:46
5 when those were first created, I believe you had 11:23:56
6 testified that they were first written on a wall? 11:24:00
7 A We put it up on the wall. 11:24:04
8 Q Okay. Well, let me ask you, how was it first 11:24:06
9 created and maybe how did it end up on that wall? 11:24:10
10 A My recollection is not crystal clear, but my best 11:24:14
11 guess is that we were trying to think of a brand 11:24:20
12 name that would pull together our designs. Because 11:24:24
13 we -- we had made many different designs and sold 11:24:32
14 them on the road. But we needed something that -- 11:24:38
15 that was central to the whole -- we were trying to 11:24:46
16 create a brand and not just have random graphics, 11:24:52
17 you know, on T-shirts. 11:24:58
18 And I remember there was one -- one shirt 11:25:00
19 we were thinking of selling for a street fair, but 11:25:10
20 it was -- it was specific to Boston. I think it 11:25:16
21 was a newspaper drawing of a newspaper kid with 11:25:22
22 "Boston," but we were talking more about something 11:25:26

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1 with, you know -- I'm fishing for words because I 11:25:32

2 just remember it once people -- your original 11:25:42

3 question is where it came from, right? 11:25:48

4 I don't know if it's enough to say I 11:25:54

5 don't really know. I remember more the response to 11:25:56

6 it than what Bert and I were talking about, you 11:25:58

7 know, when it came up. 11:26:04

8 Q Let's go to the response. What response did it 11:26:04

9 get? 11:26:08

10 A Positive response, just like Jake did. Because we 11:26:10

11 had many things on the wall, but Jake and "life is 11:26:14

12 good" got a positive response. 11:26:20

13 Q And what gave you the positive response? I don't 11:26:22

14 understand what you mean. 11:26:26

15 A Oh, friends visiting. We lived and worked in our 11:26:28

16 apartment, so when they came by, we, you know, 11:26:32

17 always asked people's opinions of things. And 11:26:36

18 those -- both those things got a positive response. 11:26:40

19 Q Do you know who wrote the words "life is good" next 11:26:42

20 to Jake? 11:26:46

21 A Physically, I'm going to say Bert. Like I said, we 11:26:46

22 were -- I was never clear who came up with it for a 11:26:54

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1	brand name.	11:26:58
2	MR. KIRBY: He's crystal clear.	11:27:00
3	THE WITNESS: Okay.	11:27:02
4	BY MR. SOMMERS:	11:27:04
5 Q	If I could have you turn to Exhibit 11 in there.	11:27:04
6 A	Just keep going down below?	11:27:12
7 Q	Please. They're in numerical sequence.	11:27:16
8 A	Can you tell me what's on it?	11:27:24
9 Q	(Indicating).	11:27:26
10 A	Oh, okay.	11:27:26
11 Q	And if I could direct you down -- well, let me ask	11:27:28
12	you first, are you familiar with this article?	11:27:32
13 A	Yes.	11:27:34
14 Q	And if I could direct you down to the fourth	11:27:34
15	paragraph that begins with "we had been selling	11:27:38
16	T-shirts."	11:27:40
17 A	Uh-huh.	11:27:40
18 Q	And my question relates to the last line of that	11:27:40
19	paragraph. And if I could have you read that into	11:27:44
20	the record.	11:27:46
21 A	"We made a list of sayings and 'life is good' is	11:27:46
22	the one every one liked."	11:27:50

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1 Q Is that kind of an accurate summary of what 11:27:52
2 happened? 11:27:56
3 A I think so. But like I said, I'm not crystal clear 11:27:58
4 on when we physically wrote down that phrase. 11:28:04
5 Q And perhaps I could refer you down to 1, 2, 3, 4 -- 11:28:08
6 four more paragraphs, the one that begins with 11:28:14
7 "People get hit with some much negative impact." 11:28:18
8 A Okay.
9 Q Do you see that? 11:28:22
10 A Yeah. 11:28:22
11 Q And my question is, the last two sentences of that 11:28:22
12 paragraph that are contained in a quote, could you 11:28:30
13 read those into the record for me, beginning with 11:28:34
14 "life is." 11:28:36
15 A "Life is good. says, enjoy your day, have fun. 11:28:36
16 When other slogans can be negative, ours says relax 11:28:38
17 and enjoy what you're doing." 11:28:42
18 Q Do you agree with that? 11:28:44
19 A Yeah, for the most part, yeah. 11:28:46
20 Q Am I -- if I could have you just simply read the 11:28:48
21 next paragraph into the record as well, please. 11:29:02
22 A "And it's not just the Jacobs brothers who are hip 11:29:04

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1 on the brand's message. Retailers all over the 11:29:08
2 country are seeing everyone from kids to older 11:29:10
3 customers buying items proclaiming that life is 11:29:14
4 good." 11:29:18
5 Q My question deals with the last part of that, 11:29:18
6 "proclaiming life is good." In that context, do 11:29:20
7 you understand the author is using "life is good" 11:29:28
8 in normal, grammatic context, as opposed to using 11:29:30
9 it as a brand name for your company? 11:29:36
10 A Yeah. There's no capital L, yeah. 11:29:38
11 Q Have you seen the words "life is good" used in text 11:29:42
12 to communicate an ordinary meaning, other than as a 11:29:48
13 trademark of your company? 11:29:54
14 A To communicate what? 11:29:54
15 Q An ordinary meaning, other than as a trademark for 11:29:56
16 your company. 11:30:00
17 A Yes. 11:30:00
18 Q Okay. In those contexts, what do you understand 11:30:02
19 the words to be communicating? 11:30:10
20 A A positive statement. 11:30:12
21 Q Is it much the same message that you are trying to 11:30:18
22 communicate with your Life is good.trademark? 11:30:22

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1 A I think so; usually similar, if I saw it or heard 11:30:24
2 it. 11:30:28
3 Q Do I understand correctly that you were an English 11:30:28
4 major? 11:30:34
5 A Yes. 11:30:34
6 MR. KIRBY: Now you're in for it. 11:30:40
7 MR. SOMMERS: Yeah. I won't ask 11:30:42
8 technical English phraseologies and things. 11:30:44
9 THE WITNESS: Pretty good speller. 11:30:48
10 MR. KIRBY: I thought a gerund question 11:30:52
11 was coming. Those are always tough ones. 11:30:56
12 THE WITNESS: I don't know what that is. 11:30:58
13 BY MR. SOMMERS: 11:31:02
14 Q If I could have you turn to the exhibit that's 11:31:02
15 directly underneath that, which is Exhibit 12, and 11:31:04
16 ask, is this an article that you're familiar with? 11:31:16
17 A I probably read this a long time ago, but let me 11:31:20
18 just see. I would guess that I read this many 11:31:34
19 years ago. 11:31:42
20 Q Perhaps I could just refer you to the last 11:31:42
21 paragraph in that article that starts on -- that 11:31:48
22 ends on the first page -- 11:31:52

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1 A Uh-huh. 11:31:52

2 Q -- and carries over to the second page and have you 11:31:54

3 read that into the record for me, please. 11:31:56

4 A This "some people think," that one? 11:31:58

5 Q Kindly. 11:32:00

6 A "Some people think our brand and slogan have to do 11:32:00

7 with celebrating the good life, but that's not 11:32:04

8 necessarily true," says Bert Jacobs. "Our slogan 11:32:06

9 is not about being in a fancy sports car, smoking 11:32:10

10 a cigar. It's about maintaining a spirit of 11:32:14

11 optimism when maybe not everything is going all 11:32:16

12 that well. Every once in a while, I'll see an old 11:32:18

13 car that has a few dents and there's a Life is 11:32:22

14 good. bumper sticker on the back and I think to 11:32:24

15 myself, 'that guy gets it.'" 11:32:26

16 Q Would you agree with what Bert is quoted as saying? 11:32:28

17 A Yeah. 11:32:32

18 THE VIDEOGRAPHER: We've got about 11:32:38

19 4 minutes of tape left. 11:32:40

20 MR. SOMMERS: Thank you very much. 11:32:42

21 BY MR. SOMMERS: 11:32:42

22 Q If I could ask you, when the concept of Jake and 11:32:42

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1 everything -- I think we printed 48 shirts, and we 11:34:06

2 sold them all that day, with "life is good." 11:34:10

3 Q What about the shirts that didn't have "life is 11:34:12

4 good"? 11:34:16

5 A I could guess but not as strong as "life is good." 11:34:16

6 Q Okay. Do you have an understanding of why the 11:34:20

7 shirts with "life is good" sold out and the others 11:34:24

8 didn't? 11:34:26

9 A Because the message resonated with our customers. 11:34:28

10 Q Is it your opinion that people were buying the 11:34:32

11 shirts because of the saying? 11:34:36

12 A And Jake, I think. 11:34:38

13 Q Did you have any labels inside the shirts on the 11:34:40

14 back collars? 11:34:54

15 A I don't think so that day. 11:34:58

16 Q Was there any labels at all on the back sides of 11:35:00

17 the collars? 11:35:04

18 A Yeah. If we didn't have a Life is good. label, it 11:35:06

19 probably was Oneita or -- that's my best guess; 11:35:10

20 that's another label. 11:35:14

21 Q And what's Oneita? 11:35:16

22 A It's a T-shirt manufacturer. 11:35:18

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1 MR. KIRBY: Or an American Indian tribe. 11:35:20
2 THE WITNESS: Is it? Thank you. 11:35:22
3 BY MR. SOMMERS: 11:35:24
4 Q Would you have had labels with Life is good. on the 11:35:24
5 first sales? 11:35:30
6 A Pardon me? 11:35:30
7 Q On your first sales of the T-shirts, would you have 11:35:30
8 had a label with Oneita in the back or one with 11:35:32
9 Life is good.? 11:35:36
10 A I think you just asked that. I think it was 11:35:38
11 probably Oneita. 11:35:40
12 MR. SOMMERS: Why don't we take a break 11:35:42
13 since I understand that the tape is about to 11:35:44
14 expire. 11:35:48
15 THE VIDEOGRAPHER: The time is 11:34. 11:35:50
16 This is the end of cassette number 1. We're off 11:35:54
17 the record. 11:36:00
18 (Proceedings interrupted at 11:01 a.m. 11:36:02
19 and reconvened at 11:38 a.m.) 11:36:04
20 THE VIDEOGRAPHER: Time is 11:38. This 11:39:56
21 is the beginning of cassette number 2 in the 11:40:02
22 deposition of John Jacobs. 11:40:04

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1	people reference us, our mark is with the capital	11:55:34
2	L.	11:55:36
3 Q	And no capital on the I, no capital on the G?	11:55:36
4 A	Right.	11:55:42
5 Q	What's the reason that you do that?	11:55:42
6 A	I like the way it looks.	11:55:44
7 Q	Any others?	11:55:48
8 A	I don't -- not that I know of.	11:55:50
9 Q	Did you ever consider capitalizing the G or the I?	11:55:58
10 A	I think some of the early designs may have had,	11:56:06
11	early sketches, but I prefer it the way we ended	11:56:12
12	up.	11:56:16
13 Q	When you were first considering using the words	11:56:16
14	"life is good," did you consider any other	11:56:26
15	variations of those words, such as "the good life,"	11:56:30
16	"life is great"?	11:56:38
17 A	I think we probably did.	11:56:40
18 Q	What others did you consider?	11:56:44
19 A	Probably like the ones you suggested, "life is	11:56:46
20	great," "the good life"; life is -- "life is	11:56:54
21	great," "life is good," yeah, I'd say that's it.	11:57:08
22 Q	Why did you opt to choose "life is good"?	11:57:10

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1 A I think it expresses something that's not too over 11:57:14
2 the top or in your face. And "life is great" is a 11:57:24
3 little too much in my opinion. And for some reason 11:57:28
4 "life is good," to me, communicates it's not always 11:57:38
5 good, it's not great, and the message isn't too 11:57:40
6 much. It's -- it's just an optimistic way to look 11:57:46
7 at life. 11:57:52
8 Q What about "the good life"? 11:57:52
9 A What about "the good life"? I personally think 11:57:54
10 that communicates to a lot of people a life with 11:58:06
11 riches or -- people associate I think maybe with 11:58:14
12 once you've made it financially or something like 11:58:20
13 that, so I don't like that as much as "life is 11:58:24
14 good." 11:58:26
15 Q It's not an image that you hope to create with Life 11:58:26
16 is good.? 11:58:34
17 A What's that? 11:58:34
18 Q The image that you described for "the good life." 11:58:36
19 A No, no. 11:58:40
20 Q Are you involved with the media that you use to 11:58:42
21 promote and advertise your products? 11:58:56
22 A Can you be more specific? 11:58:58

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1 put it. 12:02:22

2 Q I understand. Let me ask you this: What are the 12:02:22

3 values of the brand? 12:02:26

4 A Oh. Simplicity, appreciation for the things we 12:02:26

5 have, being positive; and those are the core values 12:02:32

6 I think. 12:02:48

7 Q Thank you. Do you have an understanding of -- of 12:02:56

8 how recognized your brand is among the public? 12:03:06

9 A Do I have an understanding? To what degree is hard 12:03:16

10 to measure, yeah. 12:03:24

11 Q Well, do you have any understanding? 12:03:26

12 A From my daily experiences, yes, you know, more 12:03:28

13 people are aware of it than they were at the very 12:03:36

14 beginning. I mean, that's obvious to me. 12:03:40

15 Q What about as it exists today; how aware do you 12:03:44

16 believe, based on your experience, the public is to 12:03:52

17 your brand? 12:03:56

18 A How would I measure that kind of thing? I don't 12:03:58

19 know. If you ask me something specific I -- I just 12:04:00

20 don't know how to answer that. 12:04:04

21 Q Well, maybe let me ask it this way: Would you 12:04:08

22 agree with me that the brand Nike is well known? 12:04:12

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1		that was taken against Miller?	12:54:44
2	A	Miller? I remember a "life is good" campaign by	12:54:46
3		them. And I remember them moving on from that	12:54:54
4		campaign. But I -- I don't think we -- my	12:55:00
5		recollection is we didn't file anything.	12:55:06
6	Q	If I could refer you to Exhibit 22 in there.	12:55:12
7	A	Uh-huh. What's it going to look like?	12:55:14
8	Q	It's -- it looks like this.	12:55:20
9	A	All right.	12:55:24
10	Q	If I could have you take a look at that and tell me	12:55:32
11		is this the campaign that you're aware of?	12:55:36
12	A	Yep, looks like it.	12:55:38
13	Q	When were you aware of the campaign?	12:55:50
14	A	I can take a guess at what year that happened. Do	12:55:54
15		you want me to guess what year?	12:56:04
16	Q	If you have a recollection of --	12:56:06
17	A	Well, this says right on it, '96. That sounds	12:56:08
18		about right.	12:56:14
19	Q	Do you know if the campaign ran before or after you	12:56:16
20		first used the Life is good. name?	12:56:24
21	A	I think it was after we first used it.	12:56:28
22	Q	Are you certain of that?	12:56:34

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1 Q Any involvement of your company with beer? 12:58:10
2 A Yeah. 12:58:16
3 MR. SOMMERS: Why don't we take a break 12:58:18
4 here. 12:58:20
5 THE VIDEOGRAPHER: The time is 12:57 and 12:58:22
6 we're off the record. 12:58:26
7 (Proceedings interrupted at 12:57 p.m. 12:58:36
8 and reconvened at 1:16 p.m.) 01:15:56
9 THE VIDEOGRAPHER: The time is 1:16. 01:15:56
10 We're back on the record. 01:18:00
11 Q Mr. Jacobs, before our break, we were speaking 01:18:02
12 about Miller's use of the words "life is good." 01:18:08
13 And my question to you is, do you know eventually 01:18:20
14 whether or not your company contacted Miller about 01:18:28
15 that use? 01:18:30
16 A I don't remember specifically. I remember being 01:18:30
17 maybe a little intimidated by the notion of 01:18:40
18 contacting such a big company. But I feel like 01:18:44
19 right when we were wrestling with that, we saw that 01:18:48
20 they had moved on to a new ad campaign. 01:18:52
21 Q So would it be fair to say you don't know whether 01:18:54
22 you contacted Miller or not? 01:18:58

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1 a website works.' But my focus right now is to try 01:41:06
2 to move along a project that makes our site easier 01:41:10
3 to navigate, makes it look the way I think it 01:41:20
4 should look to represent Life is good. and make it 01:41:24
5 an overall more efficient site. But I'll be 01:41:32
6 consulting people who -- with people who actually 01:41:36
7 understand how a website works to get that done. 01:41:40
8 Q When you indicated that you're trying to make it 01:41:50
9 look the way you think it should look to represent 01:42:04
10 Life is good., what specifically are you referring 01:42:06
11 to? 01:42:10
12 A We have a certain look to many of our products and 01:42:12
13 graphics and catalogs, and I want to try my best, 01:42:16
14 our best -- we want to try our best to keep the 01:42:24
15 website consistent with that look, which people 01:42:28
16 respond well to and that I like and that I feel 01:42:32
17 represents the brand well. 01:42:36
18 Q Would I be correct that you believe that you have a 01:42:38
19 particular unique look about your catalogs and 01:42:42
20 things that you'd like to bring into the website? 01:42:48
21 A Yes. 01:42:50
22 Q Would I also be correct that you have a particular 01:42:50

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1	unique look that you try and use throughout all	01:42:54
2	your communications?	01:42:58
3 A	Yes.	01:43:00
4 Q	Could you just try to describe for me what that	01:43:02
5	look is?	01:43:10
6 A	Okay. Kind of friendly, informal, obviously	01:43:12
7	positive and optimistic, but colorful, and down	01:43:18
8	home would be another expression, humble, sometimes	01:43:30
9	humorous, that sort of thing.	01:43:36
10 Q	Do you believe that all these things are associated	01:43:38
11	by consumers with your company?	01:43:44
12 A	We like to think at least some of those people	01:43:46
13	relate to our company.	01:43:52
14 Q	I mean, visually in connection with those?	01:43:54
15 A	Yes.	01:43:58
16	MR. SOMMERS: If I could take a quick	01:44:02
17	break.	01:44:04
18	THE VIDEOGRAPHER: Time is 1:42. We're	01:44:06
19	off the record.	01:44:08
20	(Proceedings interrupted at 1:42 p.m. and	01:44:10
21	reconvened at 1:51 p.m.)	01:52:16
22	THE VIDEOGRAPHER: Time is 1:51. This is	01:52:16

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1		the beginning of cassette number 4 in deposition of	01:52:42
2		John Jacobs. We're back on the record.	01:52:44
3		BY MR. SOMMERS:	01:52:46
4	Q	Mr. Jacobs, if I could ask you to look at	01:52:46
5		Exhibit 10, which is a copy of your catalog.	01:52:52
6	A	Okay.	01:52:54
7	Q	Before the break, you were discussing the company	01:52:58
8		look.	01:53:02
9	A	Uh-huh.	01:53:02
10	Q	Would I be correct that Exhibit 10 reflects your	01:53:02
11		efforts at creating the company look?	01:53:08
12	A	Yeah. It coincides with the look and feel of --	01:53:12
13		yes, the answer is yes.	01:53:20
14	Q	This would be a representative illustration of what	01:53:22
15		the company look is?	01:53:26
16	A	Sure.	01:53:26
17	Q	Okay. Have you had an opportunity to visit LG's	01:53:28
18		site?	01:53:34
19	A	The website?	01:53:34
20	Q	Yes.	01:53:36
21	A	No.	01:53:36
22	Q	Have you had an opportunity to review LG's product	01:53:36

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